

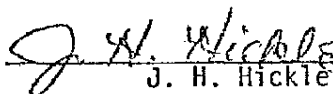
PHILIP MORRIS U. S. A.
INTER-OFFICE CORRESPONDENCE
RICHMOND, VIRGINIA

To: • Ms. P. J. Thomas
From: • J. H. Hickie
Subject: • Subjective Evaluation

Date: September 21, 1981

The following cigarettes were subjectively evaluated by the Flavor Development Subjective Smoking Panel. These cigarettes were from the three cities used for Northwind Test Markets.

1. Northwind 85 mm, Cleveland Supermarket #2. Acceptable.
2. Northwind 100 mm, Cleveland Convenience Store #2. Acceptable.
3. Northwind 85 mm, Cleveland Supermarket #5 vs. Houston Convenience Store #3. The Cleveland and Houston cigarettes were found to be the most similar. All were acceptable.
4. Northwind 100 mm, Houston Convenience Store #4 vs. Cleveland Convenience Store #5 vs. St. Louis Supermarket #1. All three cigarettes were comparable. All were acceptable.
5. Merit Menthol 85 mm, St. Louis Convenience Store. (K9CS) Acceptable.
6. Merit Menthol 100 mm, St. Louis Supermarket, (K-2-81). Acceptable.
7. Merit Menthol 85 mm, Cleveland Convenience Store (K-6-81) vs. Houston Convenience Store (K-6-81) vs. St. Louis Supermarket (K1-81). All were acceptable, with the Cleveland cigarettes showing the highest menthol response and the Houston cigarettes showing the lowest menthol response.
8. Merit Menthol 100 mm, Cleveland Convenience Store (K-5-81) vs. Houston Convenience Store (K-6-81) vs. St. Louis Supermarket (K-2-81). All were acceptable, with the Cleveland cigarette showing the highest menthol response and the St. Louis cigarette showing the lowest cigarette response.


J. H. Hickie

JHH/stk

cc: F. L. Daylor
C. N. Kounnas
H. L. Spielberg

PM3000785113